

Arizona Invasive Species Advisory Council Meeting (AISAC)
Anticipation and Outreach Work Group Session
Wednesday, October 22, 2008 Meeting Minutes

Attendees:

McMahon, Tom (AGFD)
Rory Aikens (AGFD)
Umeda, Kai (U of A, Cooperative Extension)
Cavanaugh, Sherry (Interested Party)
Swanson, Lesly (SRP)
Lane, Jeffrey (SRP)

Call to Order

Tom McMahon called the meeting to order at 10:12am at the University of Arizona Maricopa County Cooperative Extension Office, Palo Verde Room, located at 4341 E. Broadway Road, Phoenix, AZ 85040.

Welcome & Introductions

The meeting commenced with introductions.

Approval of Minutes (from September 22nd, 2008)

Rory Aikens motioned for Approval
Kai Umeda seconded – Motion to accept passed unanimously

Review and discuss the Anticipation and Outreach Charter Objectives

Discussion revolved around producing a final DRAFT for AISAC Approval. Discussion on disclaimer at end of document for deliverables that may not get accomplished due to funding and/or manpower concerns. This will be on all WG Charters. Logo discussion on presentation of idea's to AISAC.

ACTION ITEM – Kai U. will present this document for approval at the November 4th AISAC meeting.

Inclusion of NGO's on working groups (Rory A.)

Boyce-Thompson Arboreteum – contacted, but will be unable to participate. There was discussion about their participation with the AGFD Education Branch to create educational uniformity. Kelley Tharpe (AGFD – Education Branch) was mentioned as a contact.

Desert Botanical Garden – no response back as of this date.

Maricopa County Coop – Noxious Weed group and Audobon Society should be asked for input.

“Don't Move a Mussel” campaign (Rory A. and Lesley S.)

AGFD has distributed well over 100,000 rackcards. Postcards were sent out to all registered Arizona boat owners. A spring 2009 mailout is possible, but the cost may exceed \$50,000.

ACTION ITEM – Rory A. and Tom Mc. will look into feasibility of this 2009 mailout from AGFD.

ACTION ITEM – Rory A. will work on and present a skeleton AIS Communication Plan at next A&O meeting.

Proposed AISAC “Invasive Species Summit”

State budget concerns are pushing this back further into 2010. It was suggested that this group concentrate on putting together an invasive species experts list. Rory a. further suggested we also include “media” experts and contacts. It was generally agreed this needs to happen quickly.

A&O report to AISAC – November 4th, 2008

ACTION ITEM – Rory A. and Kai U.:

- Bring DRAFT A&O charter for discussion and approval
- Bring logo designs and “10 most unwanted” poster design
- Verbal report to AISAC on A&O progress

ACTION ITEM - Rory A. and Kai U. will work on a narrative (vision statement) that captures how we will do outreach/marketing business.

Future Agenda Items

- Work on a communications plan
- Work on a list of species for poster and Invasive Species in general
- Work on a statewide Invasive Species experts list

Next A&O WG meeting will be on **December 2nd, 2008 at 10:00am** at the Maricopa County Cooperative Extension Office, Palo Verde Room.

ACTION ITEM – Tom Mc. - invite Research & Information Management WG reps to this meeting, so we can work on the above lists.

Meeting adjourned at 12:03pm